



2.3 By gaining approval to release the grant and contact each applicant allows the necessary arrangements, including contractual arrangements, to be made and provides the opportunity for facilities to be provided with longevity and suitably to fit the needs of the applicant. This in turn ensures best value for money for the DfT Active Travel Fund.

2.4 Allowing for a second round of applications will enable the entirety of the funding to be spent in line with the requirements of the DfT funding, as well as ensuring the scheme reaches as many organisations as possible. Especially, with some organisations potentially having been disadvantaged by the release of the application process over the school summer holidays.

**3. Other options considered and rejected:**

3.1 The alternative option to not offer a Workplace Cycle Parking Grant and E-Bike Loan Scheme was considered but was rejected as the scheme will support and offer financially accessible solutions to encourage organisations within Hampshire to consider more sustainable and active travel methods

**4. Conflicts of interest:**

4.1. None

**5. Dispensation granted by the Head of Paid Service:**

5.1. None

**6. Supporting Information:**

6.1. None

|   |  |
|---|--|
| <b>Approved by:</b><br><br>----- | <b>Date:</b><br><b>24/11/2021</b><br>----- |
| <b>Stuart Jarvis</b>  |  |
| <b>Director of Economy, Transport and Environment</b>   |  |



2.2 Approval was given by the Executive Member for Highways Operation at the 17 June 2021 Decision Day to launch the proposed Workplace Cycle Parking Grant and E-Bike Loan scheme and criteria, from July 2021.

2.3 Key criteria set out with the application for eligibility of the Grant included the following:

- Organisations employing between ten and 5,000 employees;
- being an organisation located within the county of Hampshire;
- as an organisation, supporting a shift towards sustainable travel; and
- owning the land on which the company wishes to use the grant or securing permission from the landowner.
- Organisations that can apply to benefit their staff can be:
  - individual organisations;
  - groups of two or more organisations e.g., a retail park;
  - NHS and other health care providers;
  - schools, colleges, and other educational providers;
  - charities and community interest companies;
  - Voluntary, Community and Social Enterprises; and
  - Limited companies.

2.4 Furthermore, it was agreed that the following would not be eligible to apply for the provision of the grant/loan and cannot be funded:

- organisations and businesses outside of Hampshire;
- businesses and organisations looking to access the grant to fulfil a planning requirement;
- maintenance and repairs of cycle parking;
- insurance for bikes; and
- PPE for the bike riders.

2.5 At the June Decision Day, authority was also delegated to the Director of Economy, Transport, and Environment to award grants to successful applicants to the Workplace Cycle Parking Grant and E-Bike Loan Scheme, and to make the necessary arrangements, including contractual arrangements, in consultation with the Executive Member for Highways Operations.

### **Application Outcome**

2.6 Following approval on 17 June 2021 the offer of the grant through an application process was launched between 9 July 2021 and 13 August 2021.

2.7 A total of 23 applications were received, of which 12 were for E-Bike Loans and 11 for Workplace Cycle Parking Grants.

2.8 Assessment of the 23 applications showed a diverse range of applicants from across Hampshire, with the majority of applications received from Winchester, Eastleigh and New Forest Districts. The applicants were also from a range of industries, of which most applications were received from Engineering and Manufacturing, IT and Technology, and Medical sectors. Appendix A illustrates the locations and types of organisations that submitted an application.

2.9 The majority of applications were received from organisations with between 10-50 employees, with only two organisations having over 500 employees. We also received a few enquiries from organisations of less than ten employees during the application processes.

2.10 Using a quantitative scoring system each application has been assessed and 22 applicants are considered to be eligible meeting all the criteria. One organisation however did not meet the criteria as it had less than ten employees.

2.11 The successful organisations which met and provided all the criteria are as follows:

| <b>Cycle Parking Grants</b>       | <b>E-Bike Grants</b>            |
|-----------------------------------|---------------------------------|
| Barton Peveril Sixth Form College | Alton Town Council              |
| Jargon PR                         | Scott White and Hookins LLP     |
| Elta Fans Ltd.                    | SPUD                            |
| Green Snow Ltd                    | GE Aviation                     |
| G W Martin & Co Ltd               | Adelaide Medical Centre         |
| Giffard Drive Surgery             | Rushmoor Voluntary Services     |
| University of Winchester          | Coastal Medical Partnership (1) |
|                                   | Design Engine Architects Ltd    |
|                                   | Coastal Medical Partnership (2) |
|                                   | Swanmore Parish Council         |

2.12 The following applications are considered to show merit for success, however require confirmation and receipt of further information which is insufficient or incomplete. The proposed action is therefore to contact the applicant to provide the missing information so that a decision on whether they are successful for a grant can be made.

| <b>Organisation</b>                                     | <b>Applying for</b> | <b>Reason for initial success</b>                       | <b>Proposed Action</b>                           |
|---|---------------------|---|--|
| Enabling Communications Ltd                             | E-Bike Loan         | Incomplete application – missing Bike Count             | Contact applicant to request missing information |
| Chrysalis Digital Ltd                                   | E-Bike Loan         | Incomplete application – missing Bike Count             | Contact applicant to request missing information |
| Blue Gunner Limited (Energie Fitness Winchester)        | Cycle Parking Grant | Outstanding permission from landowner required          | Give applicant extended time to provide evidence |
| Hampshire and the Isle of Wight Fire and Rescue Service | Cycle Parking Grant | Facilities proposed are substandard and limited for the | Contact applicant to discuss alternative         |

|                           |             |  |  |
|---------------------------|-------------|--|--|
|                           |             | use intended.                                  | options  |
| Eastleigh Borough Council | E-Bike Loan | In complete application – missing staff survey | Contact applicant to request missing information |

### 3. Finance

3.1 Funding awarded from the DfT's Active Travel Fund provides £150,000 to cover the cost of staff time, marketing and promotional support, and the actual awards and loans. It is anticipated that approximately 90% will be allocated for the latter. This will undergo periodic checks depending on the levels of interest in the fund, which may then require additional support from marketing and comms to reach a wider audience.

3.2 Funding to be awarded as follows. E-Bike Loans have been currently estimated to cost £2239 per loan to procure and maintain by Hampshire Transport Management.

| Organisation                      | Grant Requested |
|-----------------------------------|-----------------|
| Barton Peveril Sixth Form College | £5,000          |
| Alton Town Council                | £2,239          |
| Jargon PR                         | £11,520         |
| Scott White and Hookins LLP       | £2,239          |
| SPUD                              | £2,239          |
| Elta Fans Ltd.                    | £8,482          |
| GE Aviation                       | £2,239          |
| Adelaide Medical Centre           | £2,239          |
| Green Snow Ltd                    | £5,244          |
| G W Martin & Co Ltd               | £8,109          |
| Rushmoor Voluntary Services       | £2,239          |
| Coastal Medical Partnership (1)   | £2,239          |
| Giffard Drive Surgery             | £8,675          |
| Design Engine Architects Ltd      | £2,239          |
| Coastal Medical Partnership (2)   | £2,239          |
| Swanmore Parish Council           | £2,239          |
| University of Winchester          | £5,000          |
| <b>Total</b>                      | <b>£74,420</b>  |

3.3 The amount of grant requested from the successful applicants to date totals £74, 420 and therefore indicates £75, 580 remaining from the £150,000 budget. After internal fees are deducted, this leaves us with £50,000 remaining budget which provides the opportunity to launch a second round of applications, in addition to contacting those applicants to revisiting the relevant applications which have a shortfall in information submitted to date.

3.4 As outlined previously, organisations will be expected to take note of and pay due diligence to ensure they do not breach the State Aid threshold, which will be included within the agreed Terms and Conditions signed upon successful award.

#### **4. Programme**

4.1 In line with the wider Active Travel Fund programme, all funding for the Workplace Cycle Parking Grant and E-Bike Loan will be committed by the end of March 2022.

4.2 The programme anticipates notifying all applicants of the outcome of their application by the end of November 2021. Some discussions will be required with cycle parking applicants to confirm likely timescales for implementation. Upon confirmation of implementation of the bike storage and receipt of signed Terms and Conditions the cycle parking grant will be awarded. Upon receipt of the signed Terms and Conditions for the E-Bike Loan, Hampshire County Council will procure the E-Bikes and issue the successful applicants with the E-Bike.

4.3 Parallel to the award of funding to successful applicants, Project Officers will begin discussions with those applications which showed merit (but do not currently completely fulfil the success criteria) to determine which of those are to be put forward in the second decision report for funding approval.

4.4 With the decision of the outcome of applications having already been assessed at officer level, the notification of success for applicants is pending approval from the Director for Economy, Transport and Environment for final sign off and approval on Officer decision.

#### **5. Scheme Details**

5.1. Following the announcement of the Active Travel Fund bid, Hampshire County Council was successful in securing £3.28million (capital and revenue mix) for a programme of measure to promote walking and cycling. Of that £3.28million, £150,000 was allocated to 'A grant for the construction of bike racks and shelters for up to 50 businesses. The grant will be provided for cycle storage only and will be in exchange for proof of signing up to the Cycle to Work scheme and a commitment to monitoring the take up for cycling to work'. An allocation of this was also for development and administration purposes for the grant scheme.

5.2. A significant amount of work has been undertaken since the funding announcement to identify the criteria and process by which businesses and organisations are to apply. Work has also been undertaken to find an appropriate route to offer an E-Bike, and potentially an E-Cargo Bike per organisation, on a free loan initially. Applicants will be able to apply for either a Workplace Cycle Parking Grant, or a free E-Bike Loan for one year.

5.3. It is anticipated that the development work that has been invested into this initiative will provide the basis for further future bids and offers to businesses and organisations, for example through the DfT's Capability Fund.

## 6. Departures from Standards

6.1. None

## 7. Community Engagement

7.1 The scheme is an offer to organisations, whereby suitable applicants apply for a cycle parking grant or an e-bike. The promotion of the scheme was undertaken through marketing via Hampshire County Council webpages, LinkedIn and Facebook to reach as many organisations within Hampshire as possible. A copy of the press release was issued to Councillors and the Economic Development team circulated information on the scheme to Business Support Organisations, BIDs, and district Economic Development teams. Information on the scheme was also sent out to each district council in Hampshire.

7.2A press release was issued on 9 July 2021.

7.3A review of the marketing was undertaken at the end of the advertising period and showed that the campaign generated the following attention:

|                 | <b>Impressions (number of times ads were shown)</b> | <b>Clicks</b> | <b>Engagements</b>           |
|-----------------|---|---------------|------------------------------|
| <b>Facebook</b> | 101,574   | 670           | 44 comments, 35 shares.      |
| <b>LinkedIn</b> | 13,612  | 130           | 10 likes, 3 claps, 1 comment |

7.4An overview assessment has been undertaken with the Equality and Engagement Team, to have due regard to the nine protected groups of the Equalities Act. This has highlighted the grant and loan is likely to have a neutral impact on all groups with protected characteristics. This is because the cycle parking grant and E-bike loan will be offered to all organisations across Hampshire, irrespective of the composition of the workplace, and therefore does not exclude members of the community. The grant and loan also don't require any financial contribution by any individual employee.

7.5Further engagement for this scheme will include promoting the scheme as a positive initiative which directly benefits local businesses, creating a good news story.

## 8. Statutory Procedures

8.1 No Statutory procedures will be required for the Workplace Cycle Parking Grant and E-Bike Loan Scheme.

## **9. Land Requirements**

9.1. Applicants for the Workplace Cycle Parking Grant are expected to provide evidence that they own or have permission from the landowner to install their proposed facilities at their proposed location.

## **10. Maintenance Implications**

10.1 None

## **11. Climate Change Impact Assessments**

11.1. Hampshire County Council utilises two decision-making tools to assess the carbon emissions and resilience of its projects and decisions. These tools provide a clear, robust, and transparent way of assessing how projects, policies and initiatives contribute towards the County Council's climate change targets of being carbon neutral and resilient to the impacts of a 2°C temperature rise by 2050. This process ensures that climate change considerations are built into everything the Authority does.

11.2. The scheme will endeavour to assess the climate change impact of the individual cycle parking facilities being implemented through the use of the Workplace Cycle Parking Grant. However, the nature of the scheme should be recognised for its positive impact as it encourages the use of sustainable active travel over motorised vehicle use.

## **Climate Change Adaptation**

11.3. N/A

## **Carbon Mitigation**

11.4. The carbon mitigation tool and/or climate change adaptation tool were not applicable because the decision relates to a programme and is strategic/administrative in nature.

## **12. Recommendations**

- 12.1 That the Director of Economy, Transport and Environment, in consultation with the Executive Member for Highways Operations, approves the recommended applicant assessment and grants permission to notify all successful applicants of the outcome of their application.
- 12.2 That approval be given to allocate £74,420 of the £150,000 of Department for Transport's (DfT's) Active Travel Fund assigned to the Workplace Cycle Parking Grant and E-Bike Loan scheme, to be awarded to the first round of successful applicants of the scheme, as detailed below.
- 12.3 That the Director of Economy, Transport and Environment, in consultation with the Executive Member for Highways Operations, gives approval to the Project Officers to discuss those applications that show merit (but do not completely fulfil the criteria) with the applicants further, to bring the proposals to an acceptable standard for success. Following which a second decision report will be submitted to seek approval to award to these applicants.
- 12.4 That the Director Economy, Transport and Environment, in consultation with the Executive Member for Highways Operations, allows for a second advertisement of the Workplace Cycle Parking Grant and E-Bike Loan Scheme.

## **LTP3 Priorities and Policy Objectives**

### **3 Priorities**

To support economic growth by ensuring the safety, soundness and efficiency of the transport network in Hampshire

Provide a safe, well maintained and more resilient road network in Hampshire

Manage traffic to maximise the efficiency of existing network capacity, improving journey time reliability and reducing emissions, to support the efficient and sustainable movement of people and goods

### **14 Policy Objectives**

Improve road safety (through delivery of casualty reduction and speed management)

Efficient management of parking provision (on and off street, including servicing)

Support use of new transport technologies (i.e. Smartcards; RTI; electric vehicle charging points)

Work with operators to grow bus travel and remove barriers to access

Support community transport provision to maintain 'safety net' of basic access to services

Improve access to rail stations, and improve parking and station facilities

Provide a home to school transport service that meets changing curriculum needs

Improve co-ordination and integration between travel modes through interchange improvements

Apply 'Manual for Streets' design principles to support a better balance between traffic and community life

Improve air quality

Reduce the need to travel, through technology and Smarter Choices measures

Promote walking and cycling to provide a healthy alternative to the car for short local journeys to work, local services or school

Develop Bus Rapid Transit and high quality public transport in South Hampshire,  
to reduce car dependence and improve journey time reliability

Outline and implement a long term transport strategy to enable sustainable  
development in major growth areas

**Other**

Please list any other targets (i.e. National Indicators, non LTP) to which this  
scheme will contribute.

**CORPORATE OR LEGAL INFORMATION:****Links to the Strategic Plan**

|   |     |
|---|-----|
| <b>Hampshire maintains strong and sustainable economic growth and prosperity:</b> | yes |
| <b>People in Hampshire live safe, healthy and independent lives:</b>              | yes |
| <b>People in Hampshire enjoy a rich and diverse environment:</b>                  | no  |
| <b>People in Hampshire enjoy being part of strong, inclusive communities:</b>     | yes |

**Other Significant Links**

|   |   |
|---|---|
| <b>Links to previous Member decisions:</b>  |   |
| <u>Title</u><br>Active Travel Update-2021-06-17-EMETE Decision Day  | <u>Date</u><br>17 June 2021                   |
| <b>Direct links to specific legislation or Government Directives</b>  |   |
| <u>Title</u><br>DfT Active Travel Fund Final Allocations<br>( <a href="https://www.gov.uk/government/publications/emergency-active-travel-fund-local-transport-authority-allocations/emergency-active-travel-fund-total-indicative-allocations">https://www.gov.uk/government/publications/emergency-active-travel-fund-local-transport-authority-allocations/emergency-active-travel-fund-total-indicative-allocations</a> ) | <u>Date</u><br>13 <sup>th</sup> November 2020 |

**Section 100 D - Local Government Act 1972 - background documents**

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

## Impact Assessments

### 1. Equalities Impact Assessment:

- 1.1 An overview assessment has been undertaken with the Inclusion and Diversity team, to have due regard to the Public Sector Equality Duty. This has highlighted the grant and loan scheme itself, at the point of award by the County Council, is likely to have a neutral impact on all groups with protected characteristics. This is because the cycle parking grant and E- bike loan will be offered to all organisations across Hampshire, irrespective of the composition of the workplace and therefore does not exclude members of the community. The grant and loan also do not require any financial contribution by any individual employee.
- 1.2 To mitigate against any differential negative impacts, our guidance to organisations that are successful, will therefore include that they consider Equality and Diversity when promoting the cycle parking and e-bike loan to staff.

#### 1.2. Statutory considerations:

| <b>Impact</b>                      |  |
|------------------------------------|--|
| Age                                | Medium – Grants and loans are available to all ages and encourages active travel in all ages.  |
| Disability                         | Medium – To be eligible for a grant applicants must be signed up to a Cycle to Work scheme which now offers funding for adapted bikes. |
| Sexual Orientation                 | Low – applications open to all.  |
| Race                               | Low – “ “  |
| Religion and belief                | Low – “ “  |
| Gender Reassignment                | Low – “ “  |
| Sex                                | Low – “ “  |
| Marriage and civil partnership     | Low – “ “  |
| Pregnancy and maternity            | Low – “ “  |
| <b>Other policy considerations</b> |  |
| Poverty                            | Low – “ “  |
| Rurality                           | Low – “ “  |
| Other factors                      | N/A  |
| Geographical impact                | N/A  |

**2. Impact on Crime and Disorder:**

2.1 N/A

**3. Climate Change:**

3.1 The Workplace Cycle Parking Grant and E-Bike Loan scheme has a positive impact on our carbon footprint and energy consumption as a county as it offers a financially viable opportunity to allow organisations to choose a more sustainable and active travel method.

Appendix  
Appendix A

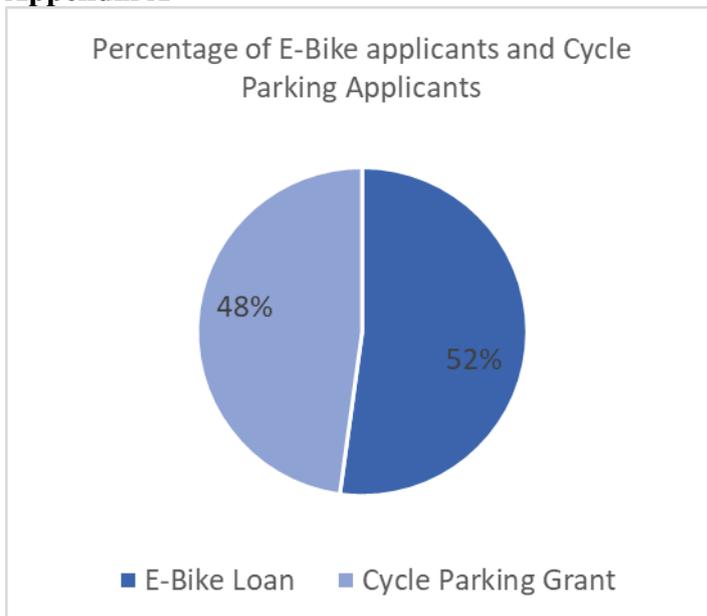


Figure 1 A graph showing the percentage of E-Bike applicants versus Cycle Parking Grant applicants. There was a slightly higher demand for E-Bike loans than Cycle Parking Grants.

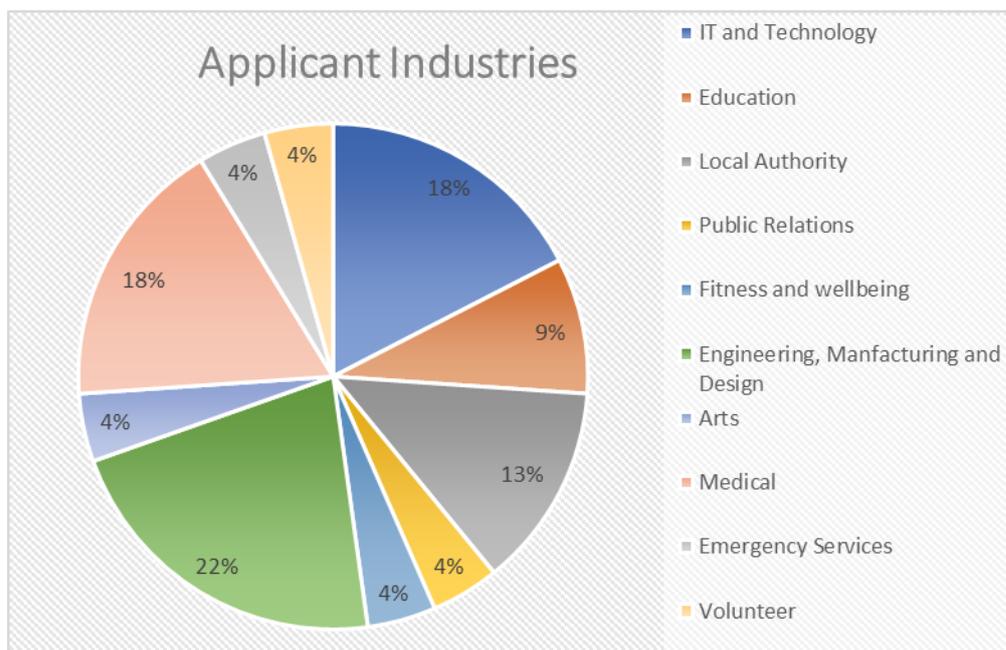


Figure 2 A graph showing the percentage split of different industries applying to the scheme. The graph shows that there is a wide variety of industries applying with the most applications coming from those from the Technology industry, Engineering, and Medical.

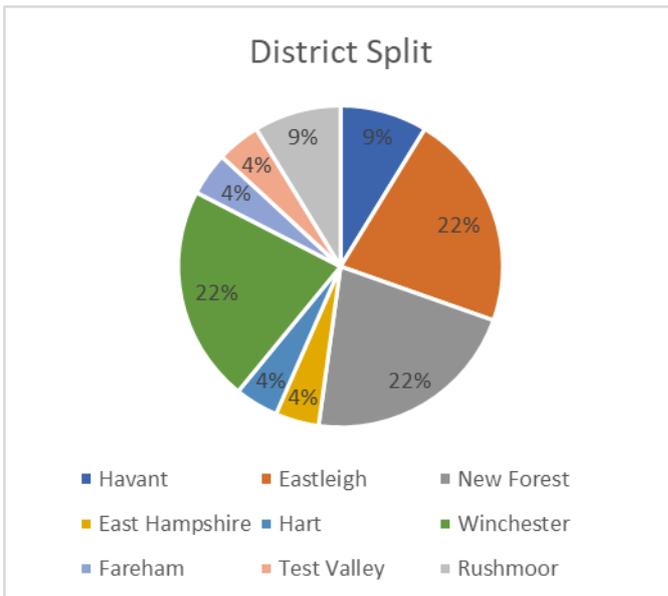


Figure 3 A graph showing the percentage split of the different districts from which applicants have applied. Most applications were received from Eastleigh, Winchester, and New Forest.

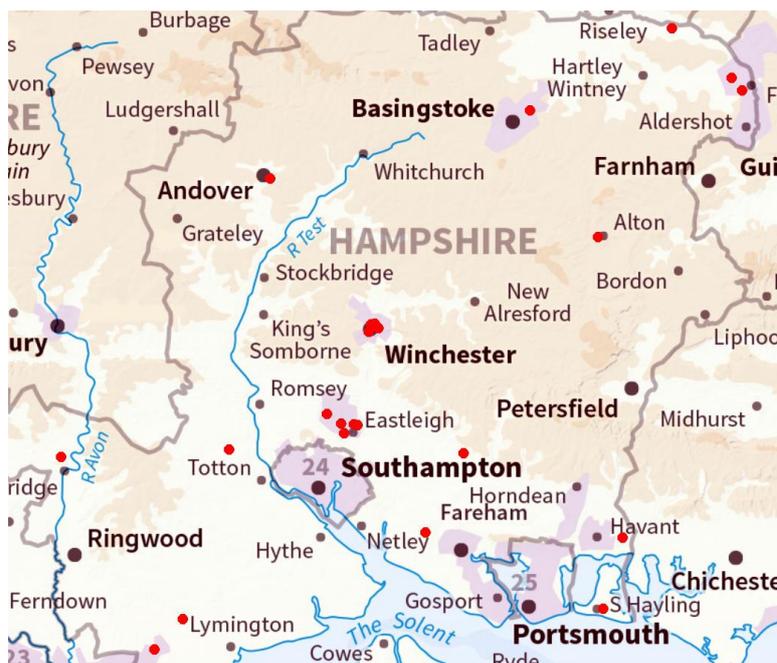


Figure 4 Geographical spread of applicants (marked in red)

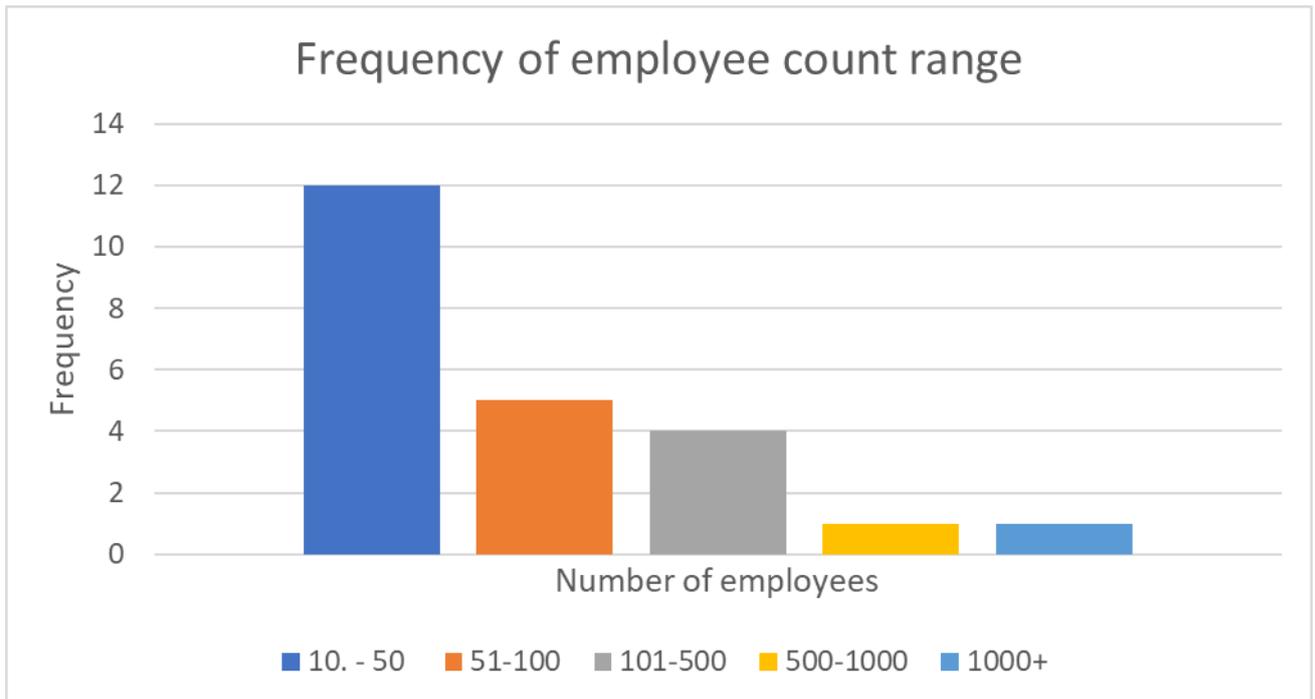


Figure 5 A graph showing the range of employee numbers across the organisations that applied. Most applications were received from smaller organisations, with only 2 organisations having over 500 employees.